## ORDER

Order / Rev: 37792 Alt Order #: 08890455 Product Desc: ISSUE

Estimate: 1323

Flight Dates: 10/30/12 - 11/05/12

Original Date / Rev: 10/29/12 / 10/29/12

Order Type: **GENERAL**  KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region: National

Agency

Orders

Name:

**Buying Contact:** 

Billing Contact:

Cross Roads Media

66 Canal Center Plaza

Alexandria, VA 22314

Agency Commission:

Billing Type:

Billing Cycle:

Billing Calendar:

Broadcast EOM/EOC

09/12/10

00:10:00

15%

Cash

Advertiser

Name:

**American Crossroads** 

Demographic: A35+ Product Codes: PO<sub>4</sub>

LV1 Priority:

Revenue Codes: AGY, POL, ISS New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/29/12	11/05/12	35	\$117,750.00	\$100,087.50		

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating	
November 2012	35	\$117,750.00	\$100,087.50	0.00	
Totals	35	\$117,750.00	\$100,087.50	0.00	

## **Account Executives**

	Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones				Start Of Order - End Of Order	100%	

Order Share	Share	Total			
KLAS	30%	\$117,750.00			
Market	100%	\$392,500.00			

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$98,125.00		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$19,625.00		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/30/12	2 10/30/12	8 News Now 5a M	-F CM	5-6a	-T	:30	1	\$1,000.00LV1	0.00 NM	1	\$1,000.00
				8 News Now 5a M	1-F								
	8 NEW	S AT 5A											
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10/	/29/12	11/04/12	-T	1	\$1,000.00	0.00						
E 2	8	10/31/12	2 10/31/12	8 News Now 5a M	-F CM	5-6a	W	:30	1	\$3,000.00LV1	0.00 NM	1	\$3,000.00
				8 News Now 5a M	1-F								

Print Date: 10/29/12 16:47:52 Page 2 of 4

Order / Rev: 37792

Advertiser:

American Crossroads

Alt Order #: Flight Dates:

08890455 10/30/12 - 11/05/12 Product Desc:

Tillolloan Olossidad

Estimate:

ISSUE 1323 KLAS

Flight Dates: 10/30/12 - 11	/05/12	Estimate: 1323					
Ln Ch Start End 8 NEWS AT 5A	Inventory Code Break	Start/End Time Days	Len Spots Rate Pri	Rtg Type Spots	Amount		
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 10/29/12 11/04/12		\$3,000.00 0.00			20 00000		
E 3 8 11/01/12 11/01/1	2 8 News Now 5a M-F CM	5-6aT	:30 1 \$3,000.00LV1	0.00 NM 1	\$3,000.00		
CBS THIS MORNING	8 News Now 5a M-F						
Start Date End Date							
Week: 10/29/12 11/04/12		\$3,000.00 0.00		0.00 NM	62 000 00		
E 4 8 11/02/12 11/02/1	2 8 News Now 5-7a M-F CM 8 News Now 5-7a M-F	5-7aF	:30 1 \$3,000.00LV1	0.00 NM 1	\$3,000.00		
<b>CBS THIS MORNING</b>							
Start Date End Date							
Week: 10/29/12 11/04/12 E 5 8 11/05/12 11/05/1		\$3,000.00 0.00 5-6a M	:30 1 \$3,000.00LV1	0.00 NM 1	\$3,000.00		
E 5 6 11/03/12 11/03/1	8 News Now 5a M-F	J-0a III	.00 1 00,000.00241	0.00 14111	<b>40,000.00</b>		
CBS THIS MORNING							
<u>Start Date</u> <u>End Date</u> Week: 11/05/12 11/11/12	-	Rate Rating \$3,000.00 0.00					
E 6 8 10/30/12 10/30/1		9-10a -T	:30 1 \$2,000.00LV1	0.00 NM 1	\$2,000.00		
COLT 1950 COLD STANDARD STANDARD STANDARD STANDARD COLD	Live w/Kelly		1				
LIVE! WITH KELLY	- 1011-d Ct-0011-	Data Dating					
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12		Rate Rating \$2,000.00					
E 7 8 11/01/12 11/01/1		9-10aT	:30 1 \$2,000.00LV1	0.00 NM 1	\$2,000.00		
	Live w/Kelly						
LIVE! WITH KELLY Start Date	e Weekdays Spots/Week	Rate Rating					
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12		\$2,000.00 0.00					
E 8 8 10/31/12 10/31/1		9-10aW	:30 1 \$2,000.00LV1	0.00 NM 1	\$2,000.00		
LIVE! WITH KELLY	Live w/Kelly						
Start Date End Date	e Weekdays Spots/Week	Rate Rating					
Week: 10/29/12 11/04/12		\$2,000.00 0.00					
E 9 8 10/31/12 10/31/1		12-1230pW	:30 1 \$2,000.00LV1	0.00 NM 1	\$2,000.00		
8 NEWS NOW AT NOON	8 News Now Noon M-F						
Start Date End Date	<u>Weekdays</u> <u>Spots/Week</u>	Rate Rating					
Week: 10/29/12 11/04/12	W 1	\$2,000.00 0.00					
E 12 8 11/05/12 11/05/1	2 8 News Now 11p M-F CM	11-1135p M	:30 1 \$5,000.00LV1	0.00 NM 1	\$5,000.00		
8 NEWS NOW AT 11PM	8 News Now 11p M-F						
Start Date End Date							
Week: 11/05/12 11/11/12		\$5,000.00 0.00	00 4 04 000 001 14	0.00 NM	04 000 00		
E 15 8 11/05/12 11/05/1	2 Craig Ferguson CM Craig Ferguson	1237a-137a M (12:37 XM-1:37 XM)	:30 1 \$1,200.00LV1	0.00 NM 1	\$1,200.00		
LATE LATE SHOW	Ordig Forguson	(12.07 / 1.07 / 1.1)					
Start Date End Date							
Week: 11/05/12 11/11/12 E 17 8 10/30/12 10/30/1	M 1 2 137-237a M-F Elec Plyg@M	\$1,200.00 0.00 137-207a -T	:30 1 \$250.00LV1	0.00 NM 1	\$250.00		
E17 8 10/30/12 10/30/1	Electric Playground	(1:37 XM-2:37 XM)	.50 1 \$250.002	0.00 14101	\$250.00		
NATE BERKUS							
Start Date End Date Week: 10/29/12 11/04/12							
	2 137-237a M-F Elec Plyg@M	137-207aW	:30 1 \$250.00LV1	0.00 NM 1	\$250.00		
A Company of the Comp	Electric Playground	(1:37 XM-2:37 XM)					
NATE BERKUS Start Date <u>End Date Weekdays Spots/Week Rate</u> <u>Rating</u>							
Week: 10/29/12 11/04/12		\$250.00 0.00					
	2 137-237a M-F Elec Plyg@M	137-207aT	:30 1 \$250.00LV1	0.00 NM 1	\$250.00		
NATE BERKUS	Electric Playground	(1:37 XM-2:37 XM)					
NAIE BERRUS							

Print Date: 10/29/12 16:47:53 Page 3 of 4

KLAS

Order / Rev:

37792

Advertiser:

American Crossroads

Alt Order #:

08890455

Product Desc:

ISSUE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

1323

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 19 8	11/01/12	11/01/12	137-237a M-F Ele		137-207a	T	:30	1	\$250.00LV1	0.00 NM	1	\$250.00
NATE F	BERKUS		Electric Playgrour	nd	(1:37 XM-2:3	7 XM)						
17540		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/29/12	11/04/12	T	1	\$250.00	0.00						
E 20 8	11/02/12	11/02/12	137-237a M-F Ele		137-207a	F	:30	1	\$250.00LV1	0.00 NM	1	\$250.00
NATE F	BERKUS		Electric Playgrour	na	(1:37 XM-2:3	/ XIVI)						
100000000000000000000000000000000000000		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	F	1	\$250.00	0.00						
E 21 8	11/05/12	11/05/12	137-237a M-F Ele		137-207a	M	:30	1	\$250.00LV1	0.00 NM	1	\$250.00
NATE E	BERKUS		Electric Playgrour	iu	(1:37 XM-2:3	/ AIVI)						
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11		11/11/12	M	1	\$250.00	0.00						
E 22 8	10/30/12	10/30/12	Tue 9-10p NCIS: LA	CM	9-10p	-T	:30	1\$	40,000.00LV1	0.00 NM	1	\$40,000.00
NCIS: I	LOS ANGE	LES	NOIS. LA									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	-T		\$40,000.00	0.00			00 500 0011/4	0.00 NIM		<b>60 500 00</b>
E 24 8	11/03/12	11/03/12	8 News Now Sat 8	5-7p CM	430-5p (5:00 PM-5:3	S- .0 PM)	:30	1	\$2,500.00LV1	0.00 NIVI	1	\$2,500.00
8 NEW	S NOW AT	F 5PM-SAT	o News Now Oat		(3.00 1 101-3.0	0 1 101)						
		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10	30803000 01800	11/04/12	S-		\$2,500.00	0.00	.00		00 500 001 1/4	0.00 NM		62 500 00
E 25 8	11/03/12	11/03/12	8 News Now Sat 8 8 News Now Sat	5-7p CM	430-5p (6:30 PM-7:0	S- 00 PM)	:30	1	\$2,500.00LV1	U.UU INIVI	1	\$2,500.00
8 NEW	S NOW AT	Г 630PM-S			(0.00 ) 111 / 10	,						
		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	S-		\$2,500.00	0.00 S-	:30	2	\$5,000.00LV1	0.00 NM	2	\$10,000.00
E 27 8	11/03/12	11/03/12	Sat Prime Special KLAS Movie: Bat		9-11p	5-	.30	2	\$5,000.00LV1	0.00 14101	2	\$10,000.00
CRIME	TIME SAT	URDAY										
		End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10 E 28 8		11/04/12	8 News Now Sat		\$5,000.00 11-1135p	0.00 S-	:30	1	\$2,500.00LV1	0.00 NM	1	\$2,500.00
E 20 0	11/03/12	11/03/12	8 News Now Sat		11-1135p	3	.00		Ψ2,000.002	0.00 11111		42,000.00
8 NEW	S NOW AT	Г 11РМ										
		End Date	Weekdays	Spots/Week	Rate \$2,500.00	Rating 0.00						
Week: 10 E 29 8		11/04/12	8 News Now Sun		11-1135P	S	:30	1	\$2,500.00LV1	0.00 NM	1	\$2,500.00
L 29 0	11/04/12	11/04/12	8 News Now Sun	DEL CONTROL DESCRIPTION	11 11001				<b>4</b> 2,000.002.			
1000 10000-1000	S NOW A	T 11PM			_							
<u>St</u> Week: 10		End Date 11/04/12	<u>Weekdays</u> S	Spots/Week	Rate \$2,500.00	Rating 0.00						
E 30 8			Sat 1135p-1235a		1135p-1235		:30	1	\$500.00LV1	0.00 NM	1	\$500.00
200 0	11700712	11/00/12	Private Practice									
THE U					-	D !!						
<u>St</u> : Week: 10		End Date 11/04/12	Weekdays S-	Spots/Week	<u>Rate</u> \$500.00	Rating 0.00						
E 31 8		the latest to be able to be able to	Sat 1235-135a Da	aVinci l6M	12.35a-1.35	3.000 (F.000)	:30	1	\$400.00LV1	0.00 NM	1	\$400.00
			Da Vinci Inquest		(12:35 XM-1	:35 XM)						
100000000000000000000000000000000000000	HERS & SI	72. Tr. 20. 10	Weekdays	Spots/Week	Rate	Rating						
Week: 10		End Date 11/04/12	S-	1	\$400.00	0.00						
E 32 8			Eye on Wash/Wa	II St Jo@M	5-6a	S	:30	1	\$1,000.00LV1	0.00 NM	1	\$1,000.00
	N 1040 C:	HOTON	Eye On Wash/W	all St Jrnl	(5:00 AM-5:3	30 AM)						
1000	N WASHII art Date	NGTON End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		11/04/12	S		\$1,000.00	0.00						
E 33 8		2 11/04/12		CM	8 News Nov	Sun AS	:30	1	\$1,500.00LV1	0.00 NM	1	\$1,500.00

Print Date: 10/29/12 16:47:53 Page 4 of 4

**KLAS** 

Order / Rev: 37

37792

Advertiser:

American Crossroads

Alt Order #:

08890455

Product Desc:

ISSUE

Flight Dates:

10/30/12 - 11/05/12

Estimate:

1323

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len S	Spots Rate Pri	Rtg Type \$	Spots	Amount
		8 News Now Sun	AM #1					<u> </u>		
8 News Now Sun AM #1										
8 NEWS NOW S	8 NEWS NOW SUNDAY MORNING- #1									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	S	1	\$1,500.00	0.00					
E 34 8 11/04/1	2 11/04/12	CBS News Sunda	y Morr@M	CBS Sunda	y MorniS	:30	1 \$4,000.00LV1	0.00 NM	1	\$4,000.00
		CBS News Sunda								
<b>CBS NEWS SU</b>	NDAY MORI	VING								
Start Date	<b>End Date</b>	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	S	1	\$4,000.00	0.00					
E 35 8 11/04/1	2 11/04/12	8 News Now Sun	AM #2CM	8 News Nov	Sun AS	:30	1 \$2,500.00LV1	0.00 NM	1	\$2,500.00
		8 News Now Sun	AM #2							
8 NEWS NOW S	SUNDAY MO	RNING-#2								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	S	1	\$2,500.00	0.00					
E 36 8 11/04/1	2 11/04/12	8 News Now Sun	5-7p CM	430-530p, 6	30-7pS	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00
		8 News Now Sun		(5:00 PM-5:	30 PM)					
8 NEWS NOW A	AT 5PM-SUN	l								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	S	1	\$3,000.00	0.00					
E 37 8 11/04/1	2 11/04/12	Politics Now S Se	belius CM	Various	S	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00
		Politics Now S Se	ebelius							
INSIDE EDITIO	N							1		
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	S	1	\$3,000.00	0.00					
E 38 8 11/04/1	12 11/04/12	8 News Now Sun	5-7p CM	430-530p, 6	30-7pS	:30	1 \$3,000.00LV1	0.00 NM	1	\$3,000.00
		8 News Now Sun		(6:30 PM-7:0	00 PM)					
8 NEWS NOW A	AT 630PM-S	UN								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	S	1	\$3,000.00	0.00					
E 39 8 11/04/1	2 11/04/12	Game Time/UNL\	/ CM	1135p-1205	aS	:30	1 \$500.00LV1	0.00 NM	1	\$500.00
		Game Time/UNLY	V							
TIM MCCARVE	R SHOW									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	S	1	\$500.00	0.00					
E 40 8 11/04/1	12 11/04/12	Su 1205-105a Ho	use CM	1205-105a	S	:30	1 \$500.00LV1	0.00 NM	1	\$500.00
		House		(12:05 XM-1	:05 XM)					
HOUSE										
Start Date	<b>End Date</b>	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	S	1	\$500.00	0.00					
N41 8 11/03/1	12 11/03/12	NCAA Football	СМ	NCAA Colle	ge FooS-	:30	1 \$9,400.00LV1	0.00 NM	1	\$9,400.00
		NCAA College Fo	otball							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/29/12	11/04/12	S-		\$9,400.00	0.00					
								Totals	35	\$117,750.00
								IUlais	33	\$117,750.00